
Those
new, new
paint
colors
for
Week-end
Decorators
VANE-CALVERT
Colorizer
PAINTS
VANE-CALVERT PAINT CO.
1601 North Broadway
St. Louis 6, Missouri













Those NEW, paint colors

Pacing an exciting new trend in colors for your home come these refreshingly new Colorizer paint colors. New as the first bud of Spring. New with the joy of being born.

For the
and the most
it's **COLORIZER**





NEW are here!

Frolicsome, engaging new colors. Colors with the winsomeness of all that's fresh and young and eager —colors that will help you make an adventure out of decorating!

best in paint
in color
every time!









ONLY COLORIZER GIVES YOU PAINTS IN 1,322 COLORS . . . *in all finishes*



Nowhere except in the boundless variety of Colorizer's 1,322 colors can you so surely find *exactly* the color you're looking for, nor so conveniently obtain it in the *finish* you want. For only Colorizer offers 1,322 colors in all finishes for interior *and exterior* painting. Choose from the real paint samples in the Colorizer Album, then ask your dealer for the finish you want—flat paint, enamel, exterior house paint. Or let him advise you. In a matter of minutes you'll be on your way to a better painting job.



SEE THE FABULOUS Colorizer ALBUM AT YOUR COLORIZER PAINT DEALER'S TODAY!





NEW, new

paint colors that go with anything in your home.

Styles in decoration and tastes in color move in an ever-changing pattern, as fascinating to watch as looking through a child's kaleidoscope. Every so often we hold the kaleidoscope steady for awhile, the better to enjoy a particularly fine arrangement. This is one of those times.

There's new beauty for you in this year's fashions for the home: *color* beckons you to fresh adventures in decorating. Fabrics, furniture, rugs, kitchen utensils, dish washers, stoves, refrigerators, washing machines, bath room accessories—the list is endless—are "busting out all over" with *color*.

Paints to go with them? Ha! Simplest thing in the world. Colorizer Paints in 1,322 colors have a pat answer to any color problem, can match or give you a harmonious color to go with anything in your home.

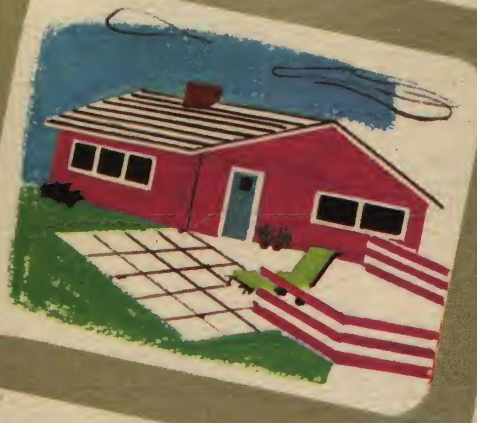
Mist Green for the walls, Oyster White on the ceiling: a fitting scheme for the quiet elegance of the traditional solid cherry furniture and printed linen draperies in this 18th Century American-styled dining room.

A peeping Tom's-eye view of a casual contemporary living room with a vibrant color scheme of Turquoise Green and Lt. Olive Green. Like the tourist said, as he looked out over Grand Canyon, "Boy, what a place for a picture window!"



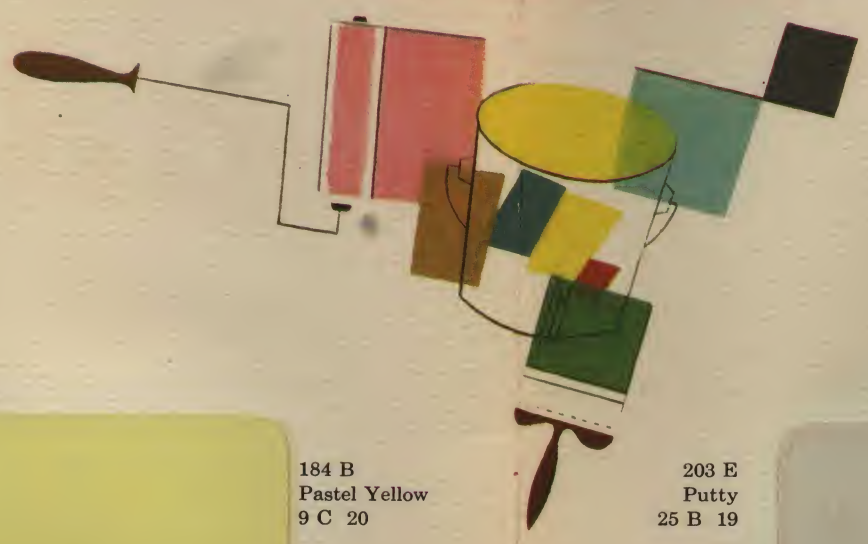
NEW, NEW COLORS
for exterior decorating

The colors shown in this folder, as well as about thirteen hundred other Colorizer colors, come in durable house paints and exterior trim enamels, too. Have a new color job . . . *on the house!*





Those NEW, NEW Colorizer®



FOR WEEK-E

184 B
Pastel Yellow
9 C 20

203 E
Putty
25 B 19

186 C
Tearose
5 C 13

510 D
Spray Green
15 C 16

162 B
Primrose Yellow
8 B 14

107 C
Powder Blu
21 C 20

570 C
Lt. Beige
6 D 16

558 B
Wedgwood Green
10 B 34

322 Z
Butterscotch
7 F 45

124 A
Lt. Chartreuse Yellow
9 A 32

550 C
Lt. Rose Beige
5 D 23

327 X
Lt. Antique
8 E 39

129 C
Pale Lilac
23 B 7

572 B
Ashes Gray
25 A 4

208 W
Shrimp Pink
3 C 31

579 A
Reseda Green
11 E 41

375 X
Ash Rose
1 C 35

118 A
Lt. Periwink
22 D 25

301 Y
Geranium Red
1 F 49

330 X
Pepper Green
14 C 49

328 W
Daffodil
8 C 32

366 W
Shadow Blue
21 E 40

309 Y
Redwood
3 E 49

384 X
Charcoal
23 E 62

Those NEW, NEW Colorizer® COLOR SCHEMES



Like people, some kinds of colors get along well together, others rub each other the wrong way. To begin *your* color scheming, choose a color you like. Then, don't complicate matters by trying to use *too* many other colors with it. Then, see if you can't use some of your

Colors

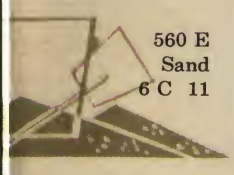




ND DECORATORS

195 B
Mist Green
11 C 15

127 C
Petal Pink
3 A 1



560 E
Sand
6 C 11

572 E
Oyster White
25 B 1

555 B
Dusty Blue
20 A 23

515 C
Dusty Coral
3 B 20

380 W
Rose Taupe
2 B 36

114 B
Salmon Pink
4 C 25

115 B
Brite Shell Pink
3 B 13

560 A
Lt. Fawn
6 E 36

330 Y
Lt. Olive Green
9 D 51

128 A
Lt. Cherry Rose
2 D 25



315 W
Pumpkin
5 F 43

556 A
Turquoise Green
16 D 34

311 Z
Dk. Redwood
3 C 61

336 Z
Spruce Green
14 D 61

COLOR HARMONY CHART

ROOM	WALLS	◆ ACCENT COLOR	WOODWORK	CEILING
TCHEN	Lt. Chartreuse Yellow 124 A 9 A 32	Pumpkin 315 W 5 F 43	Turquoise Green 556 A 16 D 34	Pastel Yellow 184 B 9 C 20
NING ROOM	Butterscotch 322 Z 7 F 45	Lt. Olive Green 330 Y 9 D 51	Butterscotch 322 Z 7 F 45	◆◆ Shell 185 D 6 B 1
VING ROOM	Sand 560 E 6 C 11	Redwood 309 Y 3 E 49	Lt. Fawn 560 A 6 E 36	◆◆ Shell 185 D 6 B 1
VING ROOM	Mist Green 195 B 11 C 15	Reseda Green 539 A 11 E 41	Mist Green 195 B 11 C 15	◆◆ Pale Yellow 124 D 9 B 8
TCHEN	Ashes Gray 572 B 25 A 4	Turquoise Green 556 A 16 D 34	Daffodil 328 W 8 C 32	Oyster White 572 E 25 B 1
ATH	Rose Taupe 380 W 2 B 36	Salmon Pink 313 Y 4 C 25	Rose Taupe 380 W 2 B 36	◆◆ Flesh Pink 114 E 4 A 1
EDROOM	Tearose 186 C 5 C 13	Spray Green 510 D 15 C 16	Tearose 186 C 5 C 13	Tearose 186 C 5 C 13
EDROOM	Brite Shell Pink 115 B 3 B 13	Spray Green 510 D 15 C 16	Ash Rose 375 X 1 C 35	Petal Pink 127 C 3 A 1

THOSE
NEW, NEW
Colorizer Colors
for WEEK-END
DECORATORS

1,322



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1,322 COLORS IN ALL INTERIOR AND EXTERIOR FINISHES

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